



eWorkPlace

Telecommuting: Required Conditions and How it Benefits Everyone

HUMPHREY SCHOOL
OF PUBLIC AFFAIRS

UNIVERSITY OF MINNESOTA

Adeel Lari & Frank Douma
March 19th, 2015



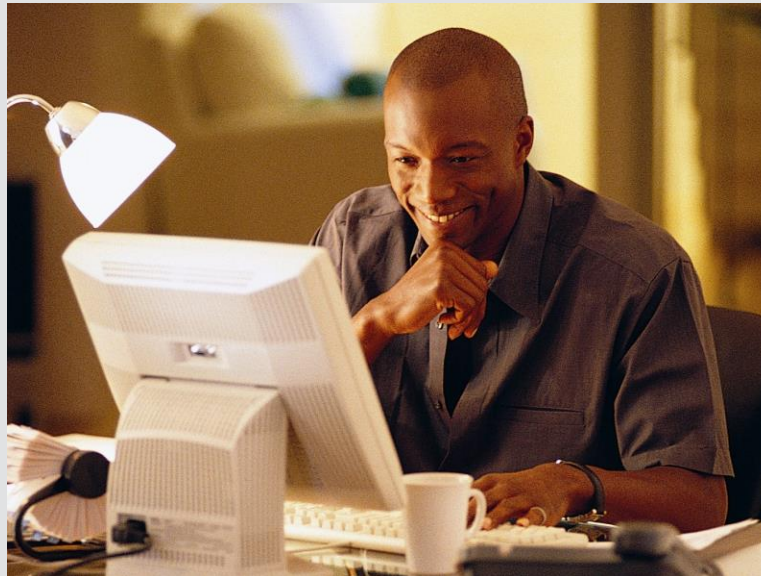


Presentation Outline

- eWorkPlace
 - Overview
 - Driving Forces
- Work Plan Approach
- Telework Benefits and Overall Results
- Conclusions and Some Thoughts

eWorkPlace

A program for metro area employers interested in implementing a telework business strategy to achieve cost reductions along with increased productivity, work quality, and morale.



eWorkPlace Overview





Driving Forces

- Traffic Congestion Doesn't Have to be Accepted!
- Same Old Approach Will Produce Same Results
- Fed's challenge to use the four Ts: Tolling, Transit, Technology and Telecommuting to manage congestion
- Minnesota selected to be one of five Urban Partnership Agreements and received over \$133 million grant
- Must measure results



Driving Forces

- Transportation cause of 1/3 of greenhouse gas emission
- Even 55 miles per gallon efficiency standard will have modest impact (Sec. Ray LaHood)
- VMT reduction is the only way
- Telework maybe the best option
- State Climate Action Plan



The Costs of Congestion

- The financial cost of congestion:
 - 4.2B hours of delay and 2.8B gallons of wasted fuel annually*
 - Almost \$200B after accounting for unreliability, inventory, and environmental costs across all modes**
 - In 2009 Twin Cities metro area congestion cost \$1.5 billion in delays and wasted fuel
- Congestion hurts family and civic life, impacting:
 - Where people live and work
 - Where they shop
 - How much they pay for goods and services

* Texas Transportation Institute, 2009 Urban Mobility Report

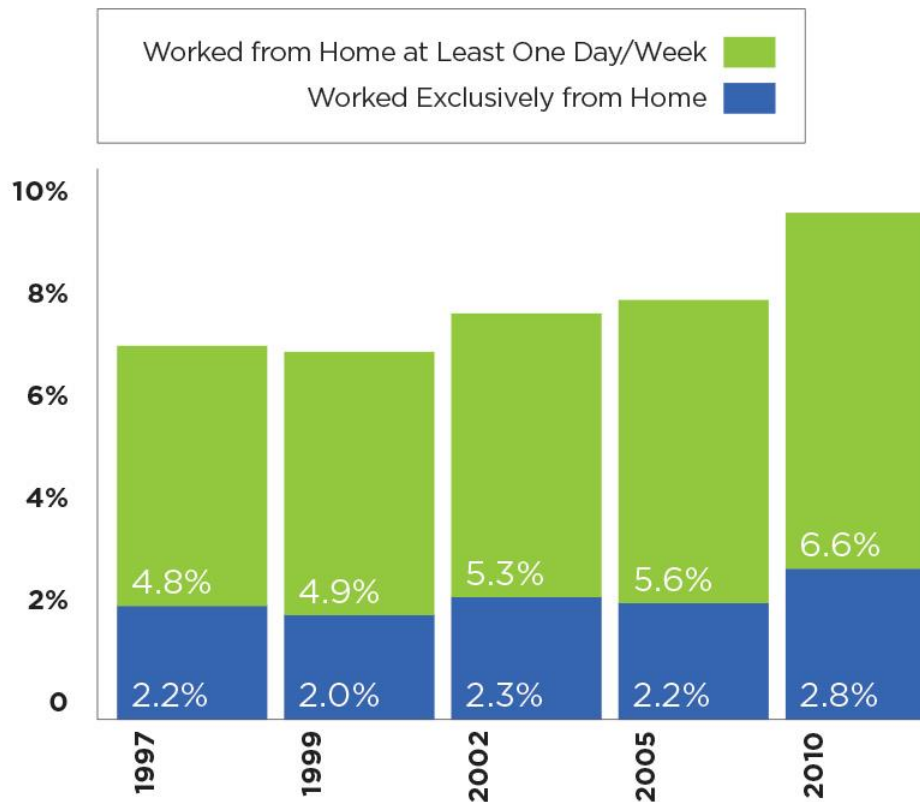
** USDOT internal analysis



Congestion on I-95 in Northern Virginia

Telework is growing

Percentage of American Workers Who Work from Home (1997 - 2010)



eWorkPlace Work Plan



Work Plan

- Identify Target Employers
- Marketing and Education
- Recruitment
- Migration
- Evaluation and Measurement





Telework

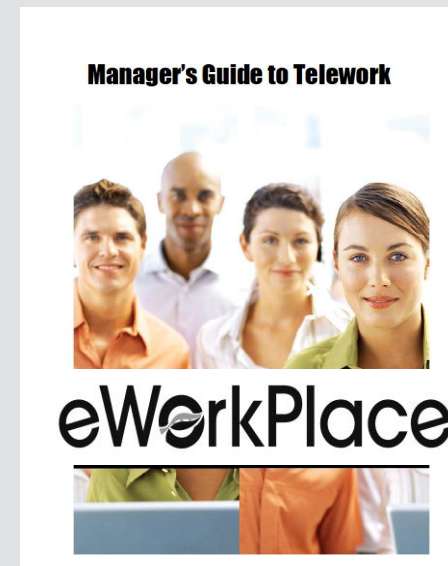
- Telework can be performed on a full or part-time basis and is often complemented with flexible scheduling
- Seamless and transparent way of doing business with customers and coworkers

program services



Program Services

- Wealth of telework information via the eWorkPlace website (www.eworkplace-mn.com), toolkits, and blog
 - Managers' guide
 - Selection guide and checklist
 - Solutions to issues/barriers
 - Case studies (employer & teleworker)
 - Business reports
 - White papers
 - *Ask the Expert* corner



Program Services

- Customizable telework tools
 - Policy templates
 - Telework discussion guide
 - Quick start options
 - Success metrics
- Join and learn from a network of professionals implementing telework—best practices
- Free telework and IT consultant services to qualified employers— over 40 years of national expertise based in the Twin Cities





Market Research

- To better understand the barriers and opportunities that exist for telecommuting and provide input in the development of a Marketing/Communications (MARCOM)
- To provide input into branding, advertising and marketing/educational materials.

Employer Partners



Campbell Mithun



AVEDA™

Employer Partners



Employer Partners





the bottom line





Participation

- 50+ Employers
 - Non-profit (e.g. Fairview, Wilder)
 - Public (e.g. Hennepin and Carver Counties)
 - Private (e.g. Turck, Ecolab)
- 4200+ employees
 - Participants per employer range from 1 – 1400
 - Employees participating in surveys: 1005

Road Less Traveled

Teleworkers
take 80%
fewer trips
during the day

-80%



Teleworkers
take
93% fewer
daily trips
during peak
hours

-93%



Teleworkers reduced
their daily VMT by 92%
vs. non-teleworkers
on telework days

-92%



Emission Impacts

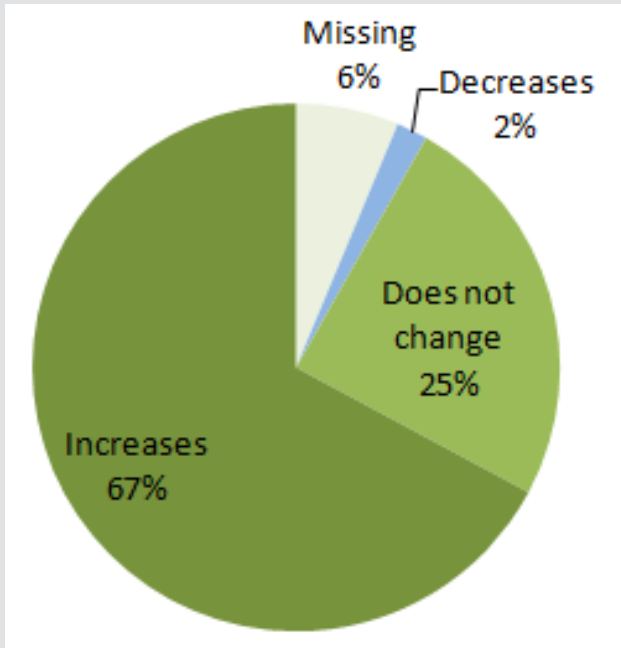
4,212
eWorkPlace
Participants

means 8.2 million
fewer pounds of CO₂
released each year

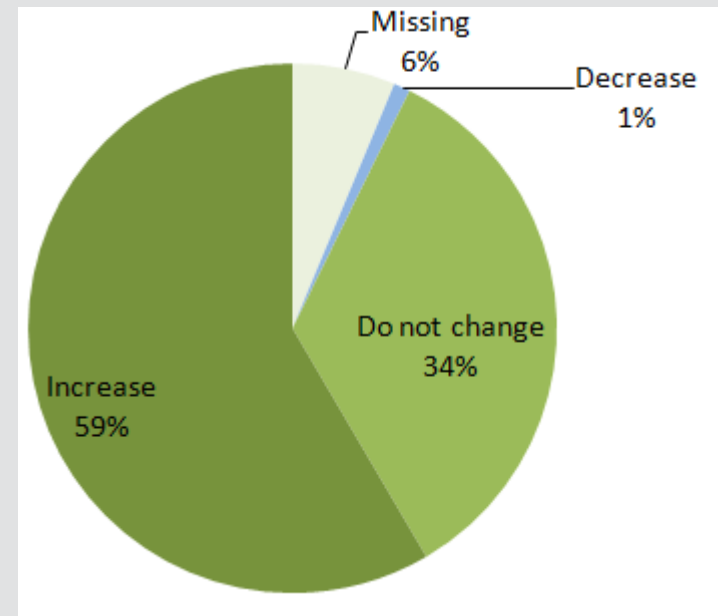
which is equivalent
to planting 1,000
acres of forest



Increased Productivity



67% Employees
Reported Increased
Productivity



59% Employees
Reported Increased
Available Work Hours



- 90% of participants reported an increase in productivity
- 85% of supervisors felt telework had a positive effect on productivity
- 100% of co-workers surveyed felt that teleworkers were accessible and responsive



- 16% increase in calls answered
- 10% increase in quick call resolution
- 4.5 out of 5 rating for customer satisfaction



“Telework is a win-win situation – a good fit for the associate as well as our department.”

-Ecolab IT Manager



- 95% case processing rate
- 77% decrease in unprocessed in-basket items
- 9% increase in case processing

“I have noticed that the response time of my staff has improved, and this month’s outcome measures have improved as well

– HSPHD Support

Manager





Employer Survey

- 75% felt productivity stayed the same or increased
- 95% plan to continue or expand their telework program
- Benefits: Increased job satisfaction, productivity, and reduced absenteeism
- Challenges: More cultural than technical
- Lessons: Seek strong “top down” support. Start with a pilot. Use resources available



Moving Forward

- MnDOT funded additional evaluation
 - Maintain and update www.eworkplace-mn.com
- Metropolitan Council funded eWorkPlace Phase II
 - Recruit 1,000 teleworkers (those working from home at least one day per week) from participating organizations.
 - Eliminate 900 trips / day (4,500 trips / week), reducing VMT by 11,700 miles / day (58,500 miles / week).
 - Reduce emissions (CO, PM2.5, and NOx) by 10,691 pounds per day (53,455 pounds per week).



Broadband Needs

- Increasing needs for Speed and Capacity
- Ever increasing need for reliability
- Disparity due to cost and availability



Thank You





Evaluation plan

- Longitudinal survey of eWorkplace participants
 - Start of program
 - 3 months after
 - 9 months after

- Commute Tool / Diary
 - Weekly commuting behavior
 - Perception of telework
 - Trip diary: compare a telework day and an office day





Evaluation Objectives

- Observe changes in attitudes towards telework
 - Productivity
 - Available work hour
 - Preferred number of telework days

- Observe changes in travel behaviors
 - Modes
 - Number of trips
 - Length (VMT)
 - Time of day (peak vs. non-peak)
 - I-35W and I-394 usage